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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-38 (GP-100-00-US)

Applicant: Georges R. HARIK

Serial No.: 10/674,056

Confirmation No.: 1182

Filing Date: September 29, 2003

Title: GENERATING INFORMATION FOR ONLINE ADVERTISEMENTS FROM
INTERNET DATA AND TRADITIONAL MEDIA DATA

Examiner: Kavita Padmanabhan

Group Art Unit: 2161

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicant respectfully requests that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy the reference is enclosed.

Reference AJ is an Office Action from the European Patent Office in counterpart European Patent Application No. 04 785 081.3-1238. A copy of that Office Action is provided.

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Please note that U.S. Patent Nos. 6,484,148 and 6,804,664 cited in reference AJ are already of record as references AA and AB, respectively.

The applicant reserves the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

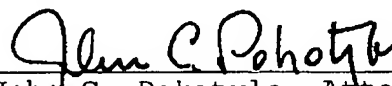
Since the Information Disclosure Statement is being submitted after a final Office Action, but with a certification under 37 C.F.R. § 1.97(e)(1) and the fee set forth in 37 C.F.R. § 1.17(p), it should be considered under 37 C.F.R. § 1.97(d). The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(d).

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

February 9, 2011


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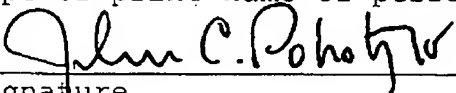
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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification


Signature

February 9, 2011
Date